


# Portfolio

## *Wisconsin Cooperative Education Skill Certification Sports and Entertainment Marketing*

Coop Areas Completed	Student Information
Economic Foundations 19 Communications and Interpersonal Skills 30 Professional Development 10 Marketing and Entrepreneurial Foundations 41 Sports and Entertainment 47	<div data-bbox="871 573 1873 609"> <div>Student</div> <div>Phone</div> </div> <div data-bbox="871 665 1873 701"> <div>School</div> <div>Phone</div> </div> <div data-bbox="871 758 1873 794"> <div>Teacher Coordinator</div> <div>Phone</div> </div> <div data-bbox="871 850 1873 886"> <div>Workplace Mentor</div> <div>Phone</div> </div>
<div data-bbox="239 1138 785 1287"> <div>Start Date</div> <div>End Date</div> </div>	<div data-bbox="877 967 1432 1408">           Other Information:         </div> <div data-bbox="1444 967 1898 1408">  </div>

## Sports and Entertainment Marketing Skill Standards Rating Scale

- 3 Proficient—able to perform entry-level skills independently.  
 2 Intermediate—has performed task; may need additional training or supervision.  
 1 Introductory—is familiar with process but is unable, or has not had the opportunity, to perform task; additional training is required.  
**SB** School Based  
**WB** Work Based

		Rating			Initials		
Description of Skills		3	2	1	SB	WB	Comments
<b><i>Economic Foundations</i></b>							
<b>17 competencies must be achieved at level 2 or 3</b>							
1. Distinguish between economic goods and services							
2. Explain the concept of economic resources							
3. Describe the nature of economics and economic activities							
4. Determine forms of economic utility created by economic activities							
5. Describe the principles of supply and demand							
6. Explain the law of diminishing returns							
7. Describe the concept of price							
8. Explain the types of economic systems							
9. Explain the relationship between government and business							
10. Explain the concept of private enterprise							
11. Determine factors affecting a business's profit							
12. Explain the concept of competition							
13. Explain the concept of productivity							
14. Explain the concept of organized labor and business							
15. Explain the measures used to analyze economic conditions such as Consumer Price Index and Gross Domestic Product							
16. Analyze current economic problems							
17. Examine the nature of international trade							
18. Identify the impact of cultural and social environments on world trade							
19. Evaluate the influences on a nation's ability to trade							

### ***Communications and Interpersonal Skills***

#### **27 competencies must be achieved at level 2 or 3**

1. Explain the nature of effective communications (verbal, written)						
2. Apply effective listening skills						
3. Use proper grammar and vocabulary						
4. Handle telephone calls in a businesslike manner						
5. Write business letters, informational messages and inquiries						
6. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)						
7. Convince others of a point of view						
8. Conduct a staff or team meeting						
9. Give directions for completing job tasks						
10. Prepare simple written reports						
11. Explain the use of inter-departmental/company communications						
12. Demonstrate basic word processing skills						
13. Demonstrate basic word presentation software skills						
14. Demonstrate basic database skills						
15. Demonstrate basic spreadsheet skills						
16. Demonstrate basic search skills on the web						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
17. Identify desirable personality traits important to entrepreneurs						
18. Demonstrate responsible behavior, honesty and integrity						
19. Recognize personal biases and stereotypes						
20. Explain the concept of self-understanding and self-esteem						
21. Use feedback for personal growth						
22. Adjust to change						
23. Make timely and correct decisions						
24. Set personal and professional goals						
25. Develop cultural sensitivity						
26. Demonstrate negotiation skills						
27. Explain the nature of stress management						
28. Participate as a team leader						
29. Demonstrate problem-solving skills						
30. Explain management's role in customer relations						

### ***Professional Development***

#### **9 competencies must be achieved at level 2 or 3**

1. Assess personal interests and skills needed for success in marketing and business						
2. Analyze employer expectations in the business environment						
3. Explain the rights of workers						
4. Explain employment opportunities in marketing, business, and entrepreneurship						
5. Utilize job search strategies						
6. Participate in a job interview beginning with the application process and concluding with follow-up information						
7. Explain the need for ongoing education as a worker						
8. Explain possible advancement patterns for jobs						
9. Identify skills needed to enhance career progression						
10. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows						

### ***Marketing and Entrepreneurial Foundations***

#### **37 competencies must be achieved at level 2 or 3**

1. Explain marketing and business and its importance in a global economy						
2. Describe marketing functions and related activities						
3. Explain the nature and scope of purchasing						
4. Explain company buying and purchasing policies						
5. Explain the concept of production						
6. Explain the concept of accounting						
7. Calculate net sales						
8. Describe the nature of cash-flow statements						
9. Analyze a profit and loss statement						
10. Explain the concept of finance						
11. Explain the concept of management						
12. Describe the nature of budgets						
13. Describe the crucial elements of TQM culture						
14. Describe the role of management in the achievement of quality						
15. Delegate responsibility to others						
16. Explain the nature of continuing improvement strategies						
17. Explain the types of business ownership						
18. Describe current business trends						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
19. Identify the ways that technology affects marketing and business						
20. Explain basic types of business risk						
21. Describe the concept of insurance						
22. Develop policies to prevent internal theft						
23. Develop procedures for preventing and handling burglary						
24. Develop policies to prevent vendor theft						
25. Explain routine security precautions						
26. Open and close a business facility						
27. Follow safety precautions						
28. Explain procedures of handling accidents						
29. Explain the nature of legally binding contracts						
30. Orient new employees						
31. Explain the nature of overhead and operating costs						
32. Develop an organizational plan						
33. Explain the nature of wage and benefit plans						
34. Explain the nature of leadership in organizations						
35. Explain ways to build employee morale						
36. Examine ways to incorporate team building in daily activities						
37. Determine technical assistance needed by business owners						
38. Analyze company objectives						
39. Analyze a business plan						
40. Develop strategies to achieve goals						
41. Describe planning tools used by management (budgets, forecasts, financial statements, schedules) to control operations						

***Sports and Entertainment Marketing***

**42 competencies must be achieved at level 2 or 3**

1. Explain the economic impact of sports and entertainment events on a community/area						
2. Describe the impact of international policies on sports and entertainment marketing						
3. Respond to requests for facilities/services/community information						
4. Assess customer's special needs (e.g., children, disabilities, etc.)						
5. Provide customer service in compliance with ADA						
6. Explain the nature of host-guest relations						
7. Describe traits important to the success of employees in the sports and entertainment marketing industry						
8. Explain employment opportunities in sports and entertainment marketing						
9. Assess the services provided by professional organizations in sports and entertainment marketing						
10. Describe the nature of a service-based economy						
11. Explain the nature of sports and entertainment marketing						
12. Discuss the role of people in services marketing						
13. Describe current issues and trends in sports and entertainment marketing						
14. Explain ways that technology impacts sports and entertainment marketing						
15. Determine types of technology needed by company						
16. Develop security plans for sports and entertainment events						
17. Explain the nature of liabilities in sports and entertainment marketing						
18. Describe the nature of risk management for event planning						
19. Discuss the nature of licensing						
20. Describe the use of copyrights in sports and entertainment marketing						
21. Explain the concept of place (distribution) in sports and entertainment marketing						
22. Design a customer/client profile						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
23. Identify research methods used to evaluate service quality						
24. Describe the nature of target marketing in sports and entertainment marketing						
25. Identify target market for a sports/entertainment event						
26. Explain factors affecting attendance at an event						
27. Explain the concept of price in sports and entertainment marketing						
28. Describe considerations for the pricing of services						
29. Set event prices						
30. Develop service guarantees						
31. Determine merchandising opportunities for a sports and entertainment event						
32. Organize sports/entertainment event						
33. Explain logo ownership rights						
34. Describe the role of customer expectations in services marketing						
35. Evaluate event sponsorship proposals						
36. Monitor guest/client satisfaction with services/facility						
37. Describe the concept of promotion in sports and entertainment marketing						
38. Explain the nature of endorsements						
39. Describe the nature of sponsorships						
40. Select strategies for maintaining fan support						
41. Determine sponsorship opportunities						
42. Explain the use of branding in sports and entertainment marketing						
43. Develop a sales packet for sports and entertainment marketing						
44. Describe the use of technology in service delivery						
45. Identify features and benefits of sports products						
46. Identify features and benefits of entertainment products						
47. Describe factors that motivate people to attend sports and entertainment events						

***The Competencies in This Portfolio Have Been Endorsed By:***



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